



*Florida's*  
**ADVENTURE COAST**  
BROOKSVILLE ♦ WEEKI WACHEE

# 2024 MEDIA KIT

# ABOUT FLORIDA'S ADVENTURE COAST



Florida's Adventure Coast, Brooksville - Weeki Wachee offers authentic experiences of the Sunshine State at its natural best. A wonderland of outdoor adventures, active family fun, centuries of history, Southern hospitality, and vibrant local color, offer a one-of-a-kind visit you won't soon forget. Enjoy water adventures, land adventures, attractions, parks and more.





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# ATTRACTIONS



## WEEKI WACHEE SPRINGS STATE PARK

At the headwaters of the Weeki Wachee River, the park's first-magnitude spring holds a sight of mythic proportions: the world-famous Weeki Wachee Mermaids. For over seven decades, the mermaids have captivated audiences with their daily underwater performances.

## LEAD FOOT CITY

Awaiting you on Florida's Adventure Coast is an automotive playground the likes of which this world has never seen. 60 acres of thrills – Burn-outs, Drift Karts, Car Shows, Live Music, Great Food, and FUN are in no short supply at Brooksville's Lead Foot City!

## FLG X ADVENTURE COURSE – BROOKSVILLE

Climb rope walls, swing through trees, cross wobbly bridges, and zoom down zip lines in between. Test your limits on over 80 obstacles at this tree-top adventure course for adults, teens, and kids!





# ATTRACTIONS CONTINUED



## BOYETT'S GROVE AND CITRUS ATTRACTION

What began as a fruit and citrus stand in the 1960's, Boyette's Grove and Citrus Attraction has evolved into a classic roadside attraction that's 100% fresh-squeezed Florida fun.



## ART & MURALS

While art abounds throughout Florida's Adventure Coast, Brooksville and Hernando Beach each offer stunning mural trails.

## HISTORIC SITES & MUSEUMS

Florida's Adventure Coast is brimming with history. Our many historic sites include eight locations listed on the National Register of Historic Places, among others.





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# WATER ADVENTURES



## FISHING

Along Florida's Adventure Coast, anglers have an abundance of nearshore and offshore spots to explore. The region's thriving coastal estuary is teeming with aquatic life, while underwater features also make the Gulf's waters a paradise for anglers.



## SCALLOPING

Summertime on Florida's Adventure Coast, Brooksville-Weeki Wachee means Scallop Diving Season! Scalloping is fun, easy, and requires little in the way of gear or expertise; just one reason it's such a popular adventure!



## BOATING

Connect with nature as you cruise the Gulf of Mexico coastline and explore our beautiful mangrove-rimmed bayous. Our listings of local boat ramps, marinas, and services will help you set sail for aquatic adventures on our rivers, lakes, and the Gulf of Mexico



## PADDLING

Paddling is one of our signature adventures on Florida's Adventure Coast, Brooksville-Weeki Wachee. Follow miles of popular canoeing and kayaking trails for an experience of Florida's natural beauty that you won't soon forget!





# LAND ADVENTURES



## PARKS & TRAILS

Ample sunshine, balmy weather, and a vast network of trails that wind through parks, preserves, and wildlife areas make Florida's Adventure Coast, Brooksville-Weeki Wachee an excellent place to hike and bike throughout the year.



## HIKING

Naturally, Florida's Adventure Coast is home to some of the best hiking trails in Florida. Hike under a canopy of hardwood and longleaf pine, past unspoiled lakes and rivers, and into the heart of the sunshine state.



## CYCLING

Pedal into Florida's wild side on scenic bike trails designed for serious cycling. Visitors from near and far visit Florida's Adventure Coast for some of the best cycling found anywhere.



## ATVING

Ride into the natural wonders awaiting far beyond the asphalt. Our ATV trails are filled with off-road vehicle fun for new and experienced riders alike.



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# DINE



It's hard to beat the sheer abundance when it comes to [food and drink options](#) here on Florida's Adventure Coast, Brooksville – Weeki Wachee. Whether plated with harvests from our lush local farms or seafood fresh the Gulf of Mexico, you'll find authentic freshness to savor all year long.

Located on the West coast of Florida, just 50 minutes from Tampa International Airport, Florida's Adventure Coast offers guests easy access to key direct flights in markets from across the country.

If you're flying via a commercial airline or private jet, the Tampa International Airport (50-minute drive) and the Orlando Airport (90-minute drive) offer countless daily flights on a wide variety of major airlines.

Centrally located on the Gulf of Mexico, Florida's Adventure Coast is the perfect place for travelers who prefer an adventurous road trip. Highways such as I-75, US-41, and Suncoast Parkway all connect to Brooksville and Weeki Wachee.



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# MEDIA CONTACT

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WELCOME CENTER



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VISITORS BUREAU



Greater  
Hernando  
CHAMBER